

# Influencing National Initiatives Through Digital Marketing, Graphic Design, and Patient Education



Project Title	Influencing National Initiatives Through Digital Marketing, Graphic Design, and Patient Education
Project Summary	Gain practical experience in a government setting; learn about organizational infrastructure; interact among a collaborative virtual team work environment; and develop effective management skills by working with the Division of Clinical & Community Services (DCCS).
Country	United States

## Project Description

An internship with DCCS provides an opportunity to positively impact the lives of American Indians and Alaska Natives. The internship will provide interface time with the following focus areas: cancer prevention, elder health, emergency medical services, health education, health promotion and disease prevention, HIV and hepatitis C prevention and surveillance, maternal and child health, medical services, men's health, opioid crisis efforts, and the pharmacy program. DCCS works collaborative with the IHS National Committee on Heroin, Opioids, and Pain Efforts (HOPE Committee) to address the opioid epidemic within tribal communities. Although specific projects for the Public Health Student Volunteer will depend on initiatives within DCCS, the following list provides an idea of the scope and breadth of the student volunteer's work:

- Plan and coordinate meetings of public health experts, practitioners, and constituents;
- Shadow and conduct informational interviews with key IHS staff;
- Interact with IHS Public Affairs staff and assist in developing creative graphic designs and digital marketing materials for national initiatives/events and social media
- Design educational materials for IHS patients, providers, and community members
- Apply database management skills
- Assist in planning, implementation and evaluation of IHS activities for World Autism Awareness Day and other national events
- Maintain social networking sites and increasing internet presence via DCCS and the HOPE Committee webpages.

If you are looking to use your creativity and want to bring your ideas to develop communicational resources to our audiences and make a huge impact on public health, this is your place!

## Required Skills or Interests

### Skill(s)

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Analytical writing

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Data analysis

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Data visualization

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Graphic design

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Infographic design

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Social media management

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Speech writing

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Storytelling/blogging/vlogging

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Website design

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## Additional Information

The IHS virtual internship provides an opportunity for professional growth and development as a public health practitioner and will prepare the student for the important work in his/her professional discipline, work setting, or community. The student will have frequent contact with IHS public health experts in a wide-range of disciplines.

The student will have an opportunity to participate in training and development activities at IHS that may include:

- Orientation to IHS and government office work;
- Attendance at seminars/webinars available to all IHS staff;
- Develop and/or participate in national events;
- Exposure to IHS program analysis and evaluation methodologies; and
- Shadowing IHS staff across a wide range of public health disciplines.

## Language Requirements

*None*